

# ORDER



**Orders**  
**Order / Rev:** 708340  
**Alt Order #:**  
**Product Desc:** Flight 8/22-8/24, 2012  
**Estimate:**  
**Flight Dates:** 08/22/12 - 08/24/12  
**Original Date / Rev:** 08/21/12 / 08/21/12  
**Order Type:** Political

**KPNX**

**Primary AE:** Mike Mejia  
**Sales Office:** KPNX  
**Sales Region:** LOC

**Agency**  
**Name:** Media Strategies & Research/ POL  
**Buying Contact:**  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Sinema, K/ D/ Congress  
**Demographic:** A25-54  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/24/12	6	\$2,850.00	\$2,422.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	6	\$2,850.00	\$2,422.50	0.00
<b>Totals</b>	<b>6</b>	<b>\$2,850.00</b>	<b>\$2,422.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KPNX	20%	\$2,850.00
Market	100%	\$14,250.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	80%	\$11,400.00

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 Flight Dates: 08/22/12 - 08/24/12

Advertiser: Sinema, K/ D/ Congress  
 Product Desc: Flight 8/22-8/24, 2012  
 Estimate:

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/24/12	08/24/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$450.00		0.00			
2	KPNX	08/23/12	08/23/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---		1				\$200.00		0.00			
3	KPNX	08/22/12	08/22/12	M-F 3-4p Ellen	CM	3-4p	--W----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----		1				\$300.00		0.00			
4	KPNX	08/24/12	08/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$600.00		0.00			
5	KPNX	08/22/12	08/22/12	M-F 10p News M-F 10pm News	CM	10-1035p	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----		1				\$1,300.00		0.00			
6	KPNX	08/22/12	08/24/12	M-F 6-7a 12 News Today w/value \$400 LUR adjustment w/o 8/5-8/12 per Mike	CM	6-7a	--WTF--	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--		1				\$0.00		0.00			
*Tax 1 Note: Tax 0.5%.													Totals	6	\$2,850.00

\*Tax 1 Note: Tax 0.5%.